



NEWS RELEASE

# LoJack Celebrates Its 30th Anniversary at NADA 2016 With Innovative Technologies and Products for Automotive Dealerships

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## LoJack to Highlight the Company's Growing Inventory Management System and Pre-Install Program at Booth #4601C

CANTON, MA and LAS VEGAS, NV -- (Marketwired) -- 03/31/16 -- LoJack, a wholly-owned subsidiary of CalAmp (NASDAQ: CAMP) and a leader in vehicle theft recovery and advanced fleet management solutions, will commemorate its 30<sup>th</sup> anniversary at the National Automotive Dealers Association (NADA) Convention & Exposition taking place March 31 - April 3 in Las Vegas.

Founded in 1986, LoJack has helped more than nine million people protect the investment in their vehicles thanks to its longstanding, collaborative relationship with law enforcement agencies across the country. As has been the case throughout its history, LoJack continues to expand and innovate comprehensive solutions for automotive dealerships.

At the NADA event, LoJack will exhibit a range of its innovative technology and product offerings for automotive dealerships at booth #4601C in the Central Hall, including:

- **LoJack® IM1 Inventory Management System** that enables dealership personnel to verify vehicle location, quickly access relevant vehicle information, and receive early-warning alerts if a vehicle is moved from predefined geolocations - all through tablets, smartphones and other mobile devices. This inventory management technology streamlines operations, improves customer service and enhances the dealership's bottom line.

- **LoJack Pre-Install Program** is an offering for dealerships to pre-load vehicles in their inventory with the LoJack® Stolen Vehicle Recovery System before the vehicle is sold to a customer. In addition to offering a source of incremental profit for the dealer, pre-install customers benefit from the peace of mind in knowing that if their vehicle is stolen, it can be recovered using LoJack's proven technology.

"For 30 years, LoJack has been committed to delivering innovative, forward-thinking technology solutions that meet automotive dealers' needs," said Hal Dewsnap, Senior Vice President and General Manager of LoJack US. "We've witnessed the evolution and impact of technology in the automotive industry firsthand, both in improving operational efficiencies and as a means of recovering stolen assets. LoJack's technology serves as a foundation for dealerships across the country to increase revenue and productivity, while helping recover valuable property. Now as a part of telematics industry leader CalAmp, we expect to continue to build upon LoJack's historic legacy with pioneering telematics solutions that benefit dealers and consumers well into the future."

To learn more about LoJack's latest news, visit booth #4601C at the **2016 NADA Convention & Expo** or visit **[www.LoJack.com](http://www.LoJack.com)**.

#### **About LoJack**

LoJack, a wholly-owned subsidiary of CalAmp, has helped more than nine million people protect their vehicles in the event of theft over the past 30 years, today provides safety, security and protection for an ever-growing range of valuable assets and people. Leveraging its core strengths, including its well-known brand, direct integration with law enforcement and dealer distribution network, LoJack is expanding our business to include our traditional vehicle and equipment theft recovery, and new telematics based products and services. LoJack is delivering new telematics-based solutions for on-road and off-road fleet management, as well as, dealer inventory management. By expanding its brand beyond stolen vehicle recovery, LoJack is committed to creating a new level of value for its dealer, licensee, customer and investor communities by delivering innovative offerings and multiple technologies in expanding geographies.

For more information, visit **[www.lojack.com](http://www.lojack.com)**, **[www.autotheftblog.com](http://www.autotheftblog.com)**, **[www.youtube.com/lojack](http://www.youtube.com/lojack)**, **[www.twitter.com/LoJackCorp](http://www.twitter.com/LoJackCorp)** or **[www.Facebook.com/LoJackCorp](http://www.Facebook.com/LoJackCorp)**.

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